


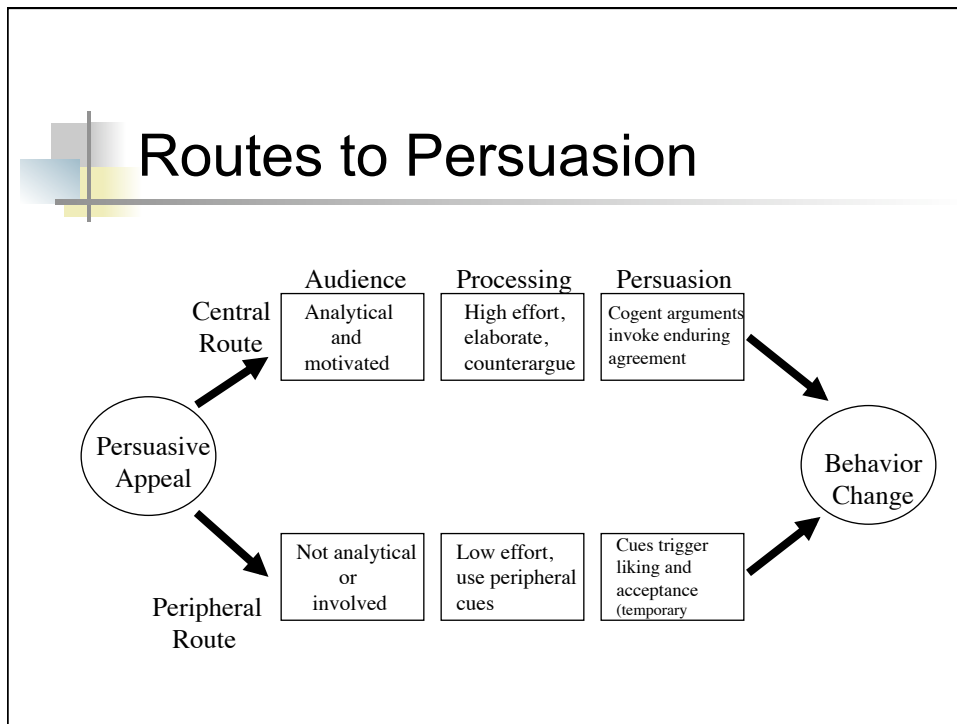
Principles of Behavior Change

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Routes to Persuasion

- **Central route to persuasion**
 - analytic, high effort, cogent arguments
 - Can produce durable, long-term changes in behavior and agreement
- **Peripheral route to persuasion**
 - intuitive, low effort, use heuristics
 - Can produce bigger changes in behavior, but not agreement



Peripheral Persuasion

- Persuasion that happens quickly, often without the person recognizing that they have been affected
- Langer's copier study
 - "excuse me, I have five pages. May I use the copier?" -- 60%
 - "... because I'm in a rush" -- 94%
 - "... because I need to make some copies" ____ %
- Persuasion is the process of making peripheral cues work for a purpose



<p>Properly disposing of hazardous waste can be costly and inconvenient. Businesses generating less than 27 gallons or 220 lbs. (100 kgs.) of hazardous waste per month, or less than 1 quart or 2.2 lbs. (1 kg.) of extremely hazardous waste each month are legally classified as conditionally exempt small quantity generators (CESQGs). California state law permits CESQGs to bring their hazardous waste to government-sponsored drop-off programs.</p> <p>The County of Santa Clara CESQG Program complies with waste disposal regulations and reduces disposal costs by consolidating the small quantities of hazardous waste received from businesses like yours.</p>	<p>To participate in the CESQG Program, please fax a detailed inventory on your business letterhead to (408) 280-6479. In order to receive an accurate quote, the inventory of your hazardous waste should include:</p> <ul style="list-style-type: none"> ◆ Type of waste and their hazardous properties if possible (flammable, corrosive, reactive, or toxic). ◆ Number of containers. ◆ Size of the container (we do not accept any containers larger than 5 gallons). ◆ Volume of waste (gallons, pounds, etc.) ◆ Your EPA ID number (Obtain an EPA ID number by calling 1-800-618-6942). <p>Our quotes are based on waste type and quantity.</p>	<p>Drop-off facilities are open every Wednesday in San Jose, one Friday a month in Sunnyvale and one Thursday a month in San Martin. Drop-off is by appointment only. Appointments must be made at least one week prior to the drop-off.</p> <p>Disposal charges are collected at the time of drop-off, and may be paid by check or money order only (payable to SCC HHW). Credit cards and cash are not accepted. Only waste listed on your detailed inventory will be accepted during your drop-off.</p> <p>Legal documentation is provided as part of the service. Receipts should be kept for at least three years after disposal.</p> <p>For additional information, please call the County of Santa Clara Hazardous Waste Recycling and Disposal Program at (408) 299-7300 or visit www.hhw.org.</p>

Don't dump oil down the stormdrain, recycle it!

It's Simple! It's Convenient! It's FREE to Fontana residents!

Call the City's Curbside Used Oil Collection & Recycling Hotline at **350-6789** to set up an appointment to have your used motor oil & filters picked up from your home.

At our Public Services Center we will accept all of your other Household Hazardous Wastes:

We accept:

- Motor Oil, Oil Filters
- Household Cleaners
- Weed Killers
- Paints/Paint Thinner
- Chemical Drain Cleaners
- Pesticides & Fertilizers
- Pool & Hobby Supplies
- Batteries

We don't accept:

- Business Waste
 - Explosives
 - Asbestos
 - Radioactive Materials
 - Medical Waste
- (Except City Sharps Program)



DON'T FORGET TO BRING YOUR RUBBIEC RUBBISH BILL FOR PROOF OF RESIDENCY!

We are open on Saturdays* from 8:00 a.m. to 12:00 p.m for your convenience!

* Except holiday weekends

Public Services Center
16454 Orange Way
Fontana, CA 92335



WHO CARES WHERE TOXIC CHEMICALS END UPP

Every day the world is exposed to dozens of hazardous toxic chemicals. Some of which are found in household items that we use every day. But what if the world and its children are not safe? What if the world is not safe?

There's only one way to keep the world safe from toxic chemicals. It's to stop them from being used in the first place. If you want to do this, you can do it. You can join the WWF's Toxics Campaign. For more information, call 1-800-444-6292 or visit us online.

TAKING ACTION FOR A LIVING PLANET





**YOUR OPPORTUNITY TO DISPOSE OF
HOUSEHOLD
HAZARDOUS WASTE
FREE OF CHARGE**

BATTERIES
FLUORESCENT TUBES
VETERINARY MEDICINES
PAINT STRIPPERS & THINNERS
INKS
CLEANING AGENTS

WEEDKILLERS
INSECTICIDES
GARDEN CHEMICALS
POLISHES
ADHESIVES
WASTE OIL
BRAKE OIL
ANTI-FREEZE
OLD MEDICINES
AEROSOLS

GREEN JUBILEE GROUP

These hazardous wastes **SHOULD NOT** be put out with normal household waste for landfill. Please bring it to us for recycling or safe disposal.


 BALLINA Saturday 28th, 4-9pm Car park at rear of the Urban District Council Offices Sponsored by Ballina Beverages.	 CASTLEBAR Saturday 28th, 9am-2pm In front of Dunnes Stores Sponsored by Mayo County Council.	 WESTPORT Friday 27th, 4-9pm Leisure Park, James Street Sponsored by Mayo County Council.
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EPA Bumper Sticker



Elements of a Persuasive Appeal

- Audience
 - Topic is personally-relevant or value-based
 - Attentive, distracted, motivated
- Medium
 - Television and radio move quickly (peripheral)
 - Print and internet more self-paced (central)
- Source
 - Credible, likeable, humorous, attractive
- Message
 - Short versus long, humor, attention grabbing



Behavior Change Tools

1. Reciprocity
2. Commitment and consistency
3. Social norms
4. Liking
5. Scarcity
6. Expertise
7. Prompts and signage
8. Persuasive communication



Principles of Persuasion

1. Reciprocation

- The old give and take
- We feel obligated to return favors
- The rule: We should try to repay what another person has provided us
- This rule is found in all cultures!
- Examples
 - Free food
 - Mailings
 - Give-aways

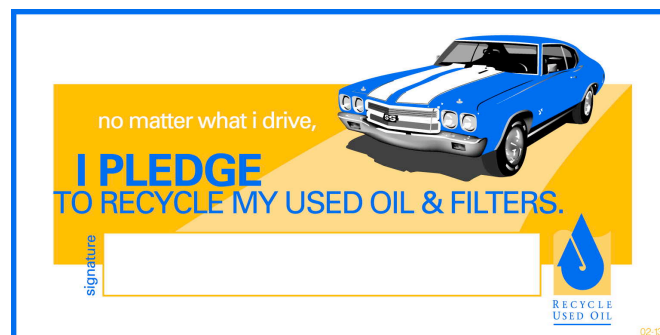
Principles of Persuasion

2. Commitment and Consistency

- We feel the need for our attitudes and behaviors to be consistent
- Foot-in-the-door
 - Freedman and Fraiser (1966)
 - 17% versus 76%
 - Even a penny will help
 - 32% (\$20.74) versus 58% (\$31.30)

Principles of Persuasion

2. Commitment and Consistency



Principles of Persuasion

3. Social norms

- The tendency to see an action as more appropriate when others are doing it
- Normative beliefs and behavior
- Canned laughter -- it works!
- **TV commercials**
 - fastest growing
 - best-selling

Principles of Persuasion

4. Liking

- We are more likely to comply with a request from someone we like (or know)
- Examples
 - Tupperware parties
 - AMWAY
 - Pampered chef
- Block leaders

Principles of Persuasion

5. Scarcity

- Psychological reactance
 - whenever our free choice is limited or threatened, the need to retain control leads us to reassert ourselves
 - we want what we can't have
- Economic models
 - limited supply and high demand=increased value
- Examples
 - limited supply, numbers, or time

Principles of Persuasion

6. Authority and expertise

- We are more likely to comply with the request of a perceived expert
- Dentists, doctors, athletes, professors
- Scientists



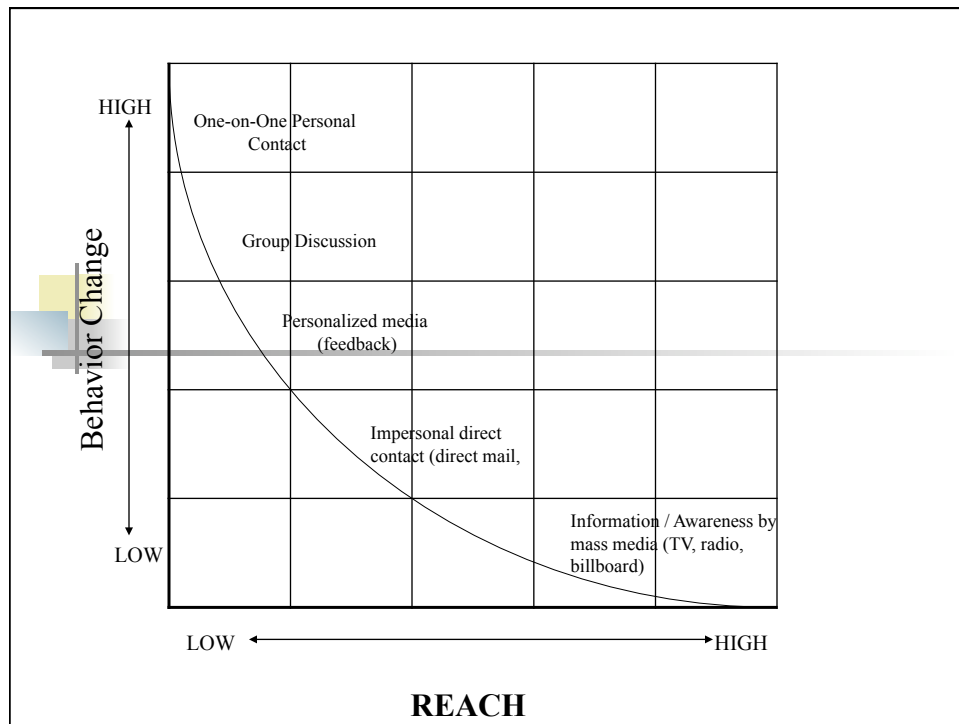
7. Prompts and Signage

- Noticeable
- Self-explanatory
- Proximal to the behavior
- Positive in wording
- Simple behaviors
- CAUTION: Context matters
 - Research example of Neighborhood Watch
 - Research example of littering



8. Persuasive Communication

- Target a specific barrier (structural or psychological)
- Identify target audience
- Medium for reaching the audience
- Message content
- Duration of the intervention



Media Messages

- Brochures
- Newspaper
- Billing inserts
- Billboards
- Radio
- Television
- Give-aways (premiums)
- Personal communication

Duration

One-shot messages

- Generally ineffective with passive media
- Some exceptions for particularly emotional messages (e.g., Iron Eyes Cody, political ads, humor)
- Messages delivered in person

■ Branding and tag lines

- Repeated exposure to a message increases liking
- Increases recall, credibility, overall impact
- Tag line: 3-5 words that can be incorporated across media messages
- Multiple media, multiple messages, consistent theme and tag

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